

## WORKGROUP: PUBLIC AWARENESS

1. Understand what is the perception of affordable housing and community development.

CHALLENGES associated with follow-up and implementation:	
Finding funding for the project	
Timing	
Credible response rate	

**FINAL RECOMMENDATION SUMMARY FORM**

<b>STRATEGIC ISSUE:</b>		
2. Identify and prioritize target groups.		
<b>FINAL RECOMMENDATION(S):</b>	<b>ACTION STEPS needed for follow up and implementation:</b>	<b>WHO must be involved in follow-up and implementation:</b>
1. Receive and review final recommendations from other workgroups to identify target groups 2. Receive and review data from strategic issue #1 3. Identify and prioritize target groups based on data from 1. and 2.	Collect the data  Review the data and identify the target groups	MSHDA, CEDAM, MHC, MAHB, MAR, MBA, MCCDA, MML, MCAAA, MCAH, HFH

  

<b>CHALLENGES associated with follow-up and implementation:</b>
Time

## FINAL RECOMMENDATION SUMMARY FORM

<b>STRATEGIC ISSUE:</b>		
3. Develop messages and communication vehicles.		
<b>FINAL RECOMMENDATION(S):</b>	<b>ACTION STEPS needed for follow up and implementation:</b>	<b>WHO must be involved in follow-up and implementation:</b>
<ol style="list-style-type: none"><li>1. Continue research on definition of affordable housing</li><li>2. Utilize results from surveys and research to define goals (behavioral changes) for public awareness campaign</li><li>3. Develop target demographics for various target groups</li><li>4. Define final target group matrix</li><li>5. Research and create messages for target groups</li><li>6. Research and identify communication vehicles (eg: radio, TV, Web site, brochures, etc.</li></ol>	<p>Identify a consultant to conduct the work of developing messages and communication vehicles</p> <p>Conduct a consultation session with stake holders to review data and messages developed by consultant</p>	MSHDA, CEDAM, MHC, MAHB, MAR, MBA, MCCDA, MML, MCAAA, MCAH, HFH
<b>CHALLENGES associated with follow-up and implementation:</b>		
Identifying a public awareness consultant that has an understanding of affordable housing policy and issues		

## FINAL RECOMMENDATION SUMMARY FORM

<b>STRATEGIC ISSUE:</b>		
4. Plan on ways to reach target populations consistently.		
<b>FINAL RECOMMENDATION(S):</b>	<b>ACTION STEPS needed for follow up and implementation:</b>	<b>WHO must be involved in follow-up and implementation:</b>
1. Create a five year budget for the public awareness campaign 2. Raise funds to finance the campaign  3. Plan the launch of the campaign at the Michigan Conference on Affordable Housing in June  4. Develop annual measures of success and amend annually	Convene a meeting and/or meet one on one with stakeholders and other interested organizations to present data on need and campaign cost and solicit contributions  Apply for grants to support campaign  Identify projects and assign people responsible for completion of the project  Convene a meeting with consultant and stakeholders to identify measures	MSHDA, CEDAM, MHC, MAHB, MAR, MBA, MCCDA, MML, MCAAA, MCAH, HFH
<b>CHALLENGES associated with follow-up and implementation:</b>		
Raising adequate funds to fund the campaign		

## FINAL RECOMMENDATION SUMMARY FORM

<b>STRATEGIC ISSUE:</b>		
5. Develop and cultivate elected officials, media champions, and ambassadors.		
<b>FINAL RECOMMENDATION(S):</b>	<b>ACTION STEPS needed for follow up and implementation:</b>	<b>WHO must be involved in follow-up and implementation:</b>
5. Work with stakeholders to develop a list of potential elected officials, media champions, and ambassadors 6. Meet with people on the lists and get buy-in  7. Create communication links with people on the lists for information sharing and feedback 8. Establish a training program and create materials for elected officials and ambassadors.	Request each stakeholder to provide a list of key legislators and media they work with  Work with stakeholder to set up an ambassador program of their members  Create a briefing document for meetings  Identify who will meet with legislators and media to make them aware of campaign  Meet with interested legislators and ambassadors as a group to solicit input on campaign and the best ways to keep them informed	MSHDA, CEDAM, MHC, MAHB, MAR, MBA, MCCDA, MML, MCAAA, MCAH, HFH
<b>CHALLENGES associated with follow-up and implementation:</b>		
Getting the buy-in of stakeholders to be involved Getting legislators and media interested in the campaign		

**FINAL RECOMMENDATION SUMMARY FORM**

<b>STRATEGIC ISSUE:</b>		
6. Create tools to respond to campaign needs for the campaign duration.		
<b>FINAL RECOMMENDATION(S):</b>	<b>ACTION STEPS needed for follow up and implementation:</b>	<b>WHO must be involved in follow-up and implementation:</b>
9. Establish a governance framework 10. Develop a regular reporting system to partners 11. Amend campaign strategy based on results from success measures, as needed 12. Identify ongoing revenue sources to finance governance and the campaign	Create consensus on how to manage the campaign in the long run	MSHDA, CEDAM, MHC, MAHB, MAR, MBA, MCCDA, MML, MCAAA, MCAH, HFH

  

<b>CHALLENGES associated with follow-up and implementation:</b>
Creating the will to sustain a five year campaign